Project Introduction

Downtown Scottsdale has been the focus of much discussion, study and debate over the last several years regarding the apparent decline of its business and retail core. As a means to infuse the area with new life and secure the long term sustainability of the area, the City, business owners and citizens have expended significant time and energy to the subject of revitalizing Downtown. As a result, several important new projects, both public and private, around the perimeter of Downtown are currently underway, but Downtown Scottsdale still needs to embrace a broader range of uses to secure its future. The W Scottsdale Hotel and Residences has the potential to be a very important cornerstone in the future of Downtown Scottsdale.

The project site is approximately two (2) acres, located on the south side of Camelback Road between Brown Avenue and Buckboard Trail. The Scottsdale City Council has approved a rezone of the entire site to DO Downtown Office/Residential Type 2 Planned Block Development Downtown Overlay (D O/R Type 2 PBD DO) with Amended Development Standards.

The W Hotel

Starwood Hotels and Resorts (parent company of W Hotels) in collaboration with Triyar Hospitality Scottsdale L.L.C. is proposing to bring the W Scottsdale Hotel and Residences into the heart of what has become known as Scottsdale's Entertainment District. The W concept for Scottsdale includes a traditional hotel component, a spa combined with a full service whole ownership condominium element.

W Hotels are known for their world-class design and energetic ambiance. The W Hotel experience is unique within the travel industry and the W is viewed as a destination address. The W Scottsdale is anticipated to be an anchor for Downtown Scottsdale's Entertainment District and will serve as a catalyst in the ongoing revitalization of the Downtown area. Scottsdale has a growing population of young professionals, an important component of the "knowledge workers," who are a vital element in spurring the local economy and contribute greatly to economic development. As a proven attraction for this demographic segment, the W Scottsdale will become a destination. Similar W projects in Dallas, Texas and Ft. Lauderdale and South Beach, Florida and the Gaslamp District of San Diego are being viewed by those cities as centerpieces in the revitalization and development of the areas in which they are located.

The W Hotel is a component of Starwood Hotels and Resorts Worldwide Inc. Starwood is one of the leading hotel and leisure companies in the world with more than 750 properties in more than 80 countries. With internationally renowned brands, Starwood is a fully integrated owner, operator and franchisor of hotels and resorts including St. Regis, The Luxury Collection, Sheraton and Westin.

Triyar Hospitality Scottsdale, L.L.C., is a local development company with an extensive resume of retail and residential projects in Arizona, Texas and California. Local development projects include:

Renaissance Specialty Retail Center. Located at the NEC of Scottsdale and Camelback Roads in the heart of downtown Scottsdale, this 40,000 square foot retail center was completed in 2002.

24th Street and Baseline Retail Center & Residential Development. Located at the southeast and southwest corners of 24th Street and Baseline Roads in Phoenix, this 70 acre mixed-use development includes 25 acres of regional commercial and 47 acres of residential development.

Copper Falls, a master planned residential community in Buckeye. Located at the NWC of Southern and Miller Roads, this two-phased, 280 acre community includes six distinctive residential neighborhoods, two commercial centers and an office / medical park.

Existing Site Conditions

While the site has historically served different functions, it is currently unimproved, with the exception of two small structures and above grade electrical utilities. More importantly, this site is located in the heart of Downtown Scottsdale's emerging Entertainment District with frontage on Camelback Road. The immediate area has a strong nightlife component that coexists with daytime office uses to create a very vibrant setting for the hotel. Tremendous opportunities for shopping exist as the site is close to the gallery district and Scottsdale Fashion Square. There are a number of restaurants in the immediate area as well as civic destinations such as the Scottsdale Municipal Stadium, Scottsdale Center for the Arts and Scottsdale Museum of Modern Art. The currently under construction Scottsdale Waterfront project will also create additional draw for Downtown Scottsdale.

Detailed Project Description

Downtown Scottsdale is currently experiencing a revival with significant public and private investment and the development of several important projects including the Scottsdale Waterfront mixed-use development, Hotel Valley Ho renovation and The James Hotel. Several other residential, retail and office projects are currently undergoing review by the City that will further enliven Downtown if approved. The W Scottsdale will be a very important component in the continuing successful effort to revitalize Downtown Scottsdale. The W Scottsdale Hotel + Residences proposal has the potential to create a very synergistic relationship with other existing uses in the area. The hotel and its guests are a natural compliment to the high energy entertainment uses located in this area of Downtown Scottsdale. The hotel may also be able to establish a very beneficial relationship with the Galleria office building and other office facilities in the area by providing an amenity rich, convenient destination for business travelers.

Specifically, the W Scottsdale proposal is a mixed-use hotel, spa and residential property. This seven (7) story (not to exceed 72 feet in height pursuant to the City of Scottsdale Zoning Ordinance) 225 room high-end hotel will also include 20 private residences, a signature restaurant, ballroom and several private meeting rooms as well as street front specialty retail space. Primary parking for the project will be provided by an on-site underground parking garage.

The building itself, as a Scottsdale style "urban" hotel, is intended to address both the neighborhood and specific block on which it sits. The project's north facing Camelback frontage is recognized as giving identity on a greater scale, while its other frontages provide significant place-making and pedestrian opportunities for Scottsdale's downtown on a smaller, neighborhood scale.

The project's massing and position on the site are governed substantially by the hotel guestroom program and the Zoning Ordinance height limitation. The hotel and residences have distinct wings that spread along the Brown Avenue and Buckboard Trail street fronts and is situated above a lower podium element housing the hotel's public and retail areas. The guestroom and residential floors are a narrow 49 feet in width, in a double loaded configuration with over 50 rooms per floor, providing guests and residents with expansive views wherever possible. Below these, the hotel's public function faces out to the neighborhood in an urban relationship, creating a street edge along most of the site. On site parking will be below grade, accessed directly from the hotel entry for convenient valet service for guests.

Active public functions in the building will be directly accessible from the street, with the signature restaurant anchoring the important corner of Camelback Road and Brown Avenue, allowing visitors to experience the building and the vibrancy of the hotel approaching from the west. The project's "front door" will be a porte cochere entry facing Camelback Road, with a deceleration lane on site to bring cars safely inside. The Camelback frontage includes a one story pool, spa and fitness deck above the entry, keeping the higher mass of the building set back significantly from the property line.

Along Buckboard Trail, a series of one story stone clad storefront openings on a widened sidewalk (approximately 15 feet) include additional streetscape functions, as well as another public entry for the hotel. The hotel's namesake "W" boutique, along with other retail lease spaces will share the Buckboard Trail façade with a small residential entry and garden, and a storefront entry for the spa. At the corner of Buckboard Trail and Shoeman Lane, there will be a shaded outdoor function terrace. This arrangement is intended to bring activity and a pedestrian friendly scale to the Buckboard Trail side, and create an interactive dialogue with the Entertainment District concept for the neighborhood as a whole. A series of new street trees will compliment the west and east side of the street.

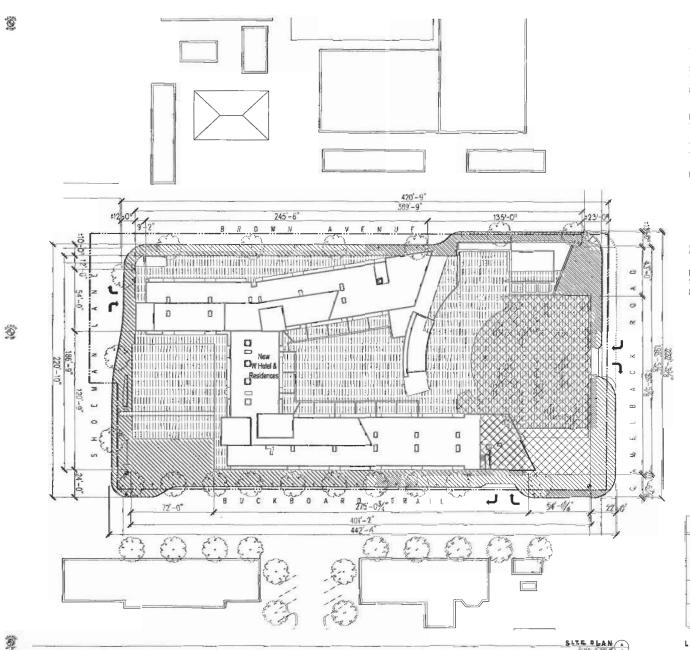
Along the project's Shoeman Lane and Brown Avenue frontages, the single story podium houses a ballroom and meeting area, and back of house hotel functions such as employee areas, administration and kitchen, with the guestroom and residential tower set back from the street above the podium level. The materials envisioned for these pedestrian level areas include stone and clear glazing at the retail storefronts, with significant landscaping at the entry and in planters at key points around the building.

Within the hotel, the center of activity will be the signature "living room" lobby area, for which W hotels are well known. The living room features lounge and seating areas, a bar, and is flanked by both the restaurant and hotel front desk functions. The ballroom and meeting areas are accessed through a gallery space, which also brings guests to the hotel room elevators. A grand stair will draw guests up from the living room to the pool deck above. The pool deck program includes an indoor/outdoor meeting area, and fitness facilities, as well as dining and bar areas. The pool itself will be flanked by extensive lounge areas and pool cabanas, positioned to capture winter sun and views of Camelback Mountain. Closer to the tower, a more secluded series of suites with private terraces will have direct access to the pool.

The hotel guestrooms will continue from level two up through level portions of level six, oriented both towards the pool deck below and outward to views of the mountains and Downtown Scottsdale. Guests will arrive via a bank of high-speed elevators located on the Buckboard Trail side of the hotel, and circulate via corridor to rooms. Larger hotel suites are positioned at the northeast and northwest corners facing Camelback Road and the mountains to afford increased views and plan flexibility. Rooms in these locations will focus around sliding glass walls that open towards Camelback Road, adding depth to the façade and bringing vibrant hotel activity out into areas visible from the street. The materials for the guestroom exterior will include high performance glazing in aluminum framing, set against a warm toned background material to compliment the stone below.

Private residences will begin on level six, with level seven being dedicated entirely to residential space. These levels have exclusive elevator service, allowing direct access from dedicated parking stalls up to a private pedestrian entry and hotel public areas, including the pool deck. While the exterior of the residences will closely resemble the hotel areas, additional balconies will punctuate the façade at key points. Set back from the façade at the top of the building, a penthouse will occupy a portion of the roof to house common mechanical equipment and elevator machinery.

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Site Plan Worksheet

Site Area Per ALTA Survey: 95,148 SQ FT Total Site Area: 128,273 SQ FT (Including Dedications prior to 1987)

F.A.R. Allowable Area: = 204,391 SQ FT Total Building Area: 198,107 SQ FT

Total Parking Required: 459 (294 with credits) Total Parking Provided: 459 (217 on site)

Building Height: 72 Feet

Site Plan Legend

Denotes Street Level Open Space: Street Level Open Space: Denotes Portium Level Open Space: Denotes Porte Cochere Open Space: Sp

TRIYAR Hospitality LLC 2800 North

Hospitality LLC 2800 North 441h Street Suite 150 Phoenix AZ 85008



SESTIBBALE





SITE PLAN

LOCATION MAP

A CAMERBACK RA

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TRIYAR Hospitality LLC 2800 North 44th Street Street 150 Suite 150 Phoenix AZ 85008



HOTELS

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EDAW

EDAW INC. 455 NORTH SHI STREE SUITE IN. PROCESSIX, AZ 82034 192, 402-293-3794 FAX 402-393-3795







PURPLE FOUNTAIN GRASS



DUM HYRTLE (TO BE CLIP HEDGE)



CONCEPTUAL LANDSCAPE PLAN

19-DR-2005

03/10/05



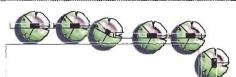
LP101



PROPOSED PLANT LIST

BOTANICAL NAME

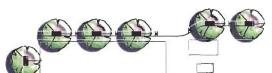
CATTO'S RADICANS



COMMON NAME

TRAFFET CRESPER







PLOSS BILK VALE

SIZE

5 GAL

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5 GAL

IGAL

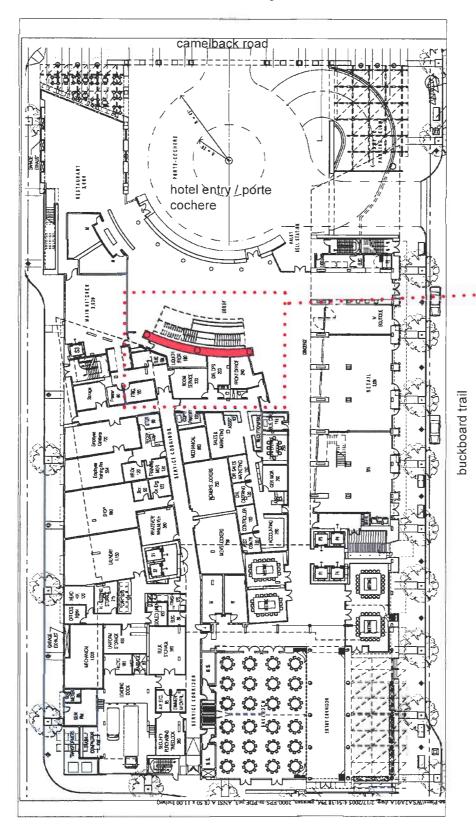
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 LLC

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 150

 P h o e n i x

 AZ
 85008

W

SCOTTSDALE

Hotel+Residences

design development

 preliminary art location at monumental staircase



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